

Message Text

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FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 4395

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TAGS: BEXP, HK

SUBJECT: FY '76 TRADE PROMOTION EVENT PROGRAM

REF: STATE 053238; HK 2918.

1. WE WOULD LIKE TO PROVIDE FURTHER DETAILS AND SUPPORT FOR HK
REFTEL IN ORDER TO SHOW WHY TRADE EVENTS ARE EXTREMELY IMPORTANT
IN HONG KONG AND HOW BUDGET CUTS AFFECT US.

2. PROMOTIONAL EVENTS HAVE BEEN INSTRUMENTAL IN ACHIEVING
FOLLOWING INCREASES IN EFFECTIVE PROMOTION IN HONG KONG:

A. TRADE OPPORTUNITY REPORTING:- CY 1972 - 37

CY 1973 - 61

CY 1974 - 205

B. MAJOR PROJECTS REPORTING:- CY1972 - 4

CY 1973 - 12

CY 1974 - 43

C. TRADE LEADS TO US FIRMS HAVING REGIONAL OFFICES IN HONG
KONG CY 1972 - 1722

CY 1973 - 3184

CY 1974 - 9788

ABOVE WAS ACCOMPLISHED WITHOUT ADDITIONAL MANPOWER.

3. PROMOTIONAL EVENTS ASSUME EVEN GREATER IMPORTANCE IN LIGHT OF HK
ROLE AS REGIONAL HQ FOR HUNDREDS OF FOREIGN AND US FIRMS WHOSE
BUYING INFLUENCES FAR GREATER MARKET AREA THAN HK ALONE.

4. IN ADDITION TO PROMOTIONAL EVENTS THEMSELVES, PREPARATION FOR
THEM HAS ALWAYS HAD IMPORTANT BENEFITS FOR POST. INCREASED KNOWLEDGE

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OF PRODUCT AND MARKET HAS ACCURED TO OFFICERS AS WELL AS PERMANENT

LOCAL STAFF. SUCH KNOWLEDGE MUCH HARDER TO COME BY IF NOT THROUGH CONTACTS, ATMOSPHERE AND INCENTIVE OF PROMOTIONAL EVENTS. PROMOTIONAL

EVENTS BOOST STAFF MORALE, EXPERIENCE AND EFFECTIVENESS BEYOND WHAT ORDINAILY POSSIBLE.

5. QUALITY OF CONTACTS ALSO IMPROVED BY EVENTS AND PREPARATIONS FOR THEM. POST IS ABLE TO OFFER SOMETHING RATHER THAN BEING IN POSITION OF SUPPLICANT ASKING QUESTIONS. REASON IS CREATED FOR BUSINESS CALLS, DISCUSSIONS ARE MUCH EASIER. ACTIVITIES SURROUNDING EVENTS PROVIDE REPEATED CONTACTS, THEREFORE MORE PERSONAL.

6. ATTENDEES AT EVENT ARE INTERESTED, SEARCH FOR PROSPECTS IS NARROWED. PRODUCTS MAY BE DISCUSSED IN PRESENCE OF EQUIP. AND LITERATURE AND -- VERY IMPORTANT -- FEEDBACK IS OBTAINED. INFORMATION,

TECHNICAL LITERATURE AND FIRST-HAND CONTACT WITH PRODUCTS ARE BROUGHT TO PROSPECTS IN PALATABLE, EASY-TO-ASSIMILATE AND INTERESTING FORM.

7. IN CASE OF TRADE MISSIONS, MEMBERS HAVE OPPORTUNITY TO MAKE INFORMAL CONTACT WITH PRC PROSPECTS IN HONG KONG.

8. IT SEEMS TO BE THE VERY STRONG OPINION OF PREFESSIONAL MARKET RESEARCHERS HERE AND OF MOST OF OUR BUSINESS CONTACTS THAT THE MORE TRADE EVENTS THE BETTER, FOR THESE ARE BEST MEANS OF EXPOSIING BUYERS TO LATEST IN TECHNOLOGY.

9. IN GIVING PRIORITY RANKING FOR RESTORATION OF FUNDS FOR FIVE PROMOTIONAL EVENTS IN HONG KONG REFTEL, WE CONSIDERED PROSPECTS FOR PRODUCT CATEGORY AS WELL AS COST OF EVENT. THESE TWO CRITERIA COINCIDED FAIRLY WELL, SO THAT HIGHER PRIORITY IS GIVEN LOWER COST EVENTS.
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